

Message Text

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TREASURY/EWT/SLYONS (DRAFT)
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FM SECSTATE WASHDC
TO AMEMBASSY PRAGUE

UNCLAS STATE 031797

E.O. 11652:N/A

TAGS: BEXP, CZ

SUBJECT: FY 1977 COMMERCIAL ACTION PROGRAM FOR CZECHOSLO-
VAKIA

REF: (A) PRAGUE A-101, (B) STATE 5563, (C) STATE 26736

1. COMMERCE, TREASURY, AND STATE HAVE EVALUATED SUBJECT
PROGRAM AND FIND IT TO BE EXCELLENT EFFORT AT PROJECTING
USE OF EMBASSY RESOURCES FOR FY 77. FOLLOWING POINTS AND
QUESTIONS EMERGED FROM INTERAGENCY DISCUSSION OF CAP:

A. DISTINCTION BETWEEN DISCRETIONARY AND NON-DISCRETIONARY
ACTIVITIES IS NOT COMPLETELY CLEAR. SUGGEST SUBJECT IN
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THIS SECTION MIGHT BE SPLIT AS FOLLOWS: (I) CAMPAIGNS AND
OTHER SPECIAL EFFORTS; (II) OTHER COMMERCIAL ACTIVITIES.
ADDITIONAL FORMAT SUGGESTIONS FOR POSTS PREPARING FY 78
CAP'S WILL BE SUBJECT OF AIRGRAM TO ALL POSTS CURRENTLY
GOING THROUGH THE WASHINGTON CLEARANCE PROCESS. FORMAT
SUGGESTIONS WILL INCLUDE INCORPORATION OF A FINANCIAL
RESOURCES SCHEDULE FOR COMMERCIAL ACTIVITIES AS SHOWN IN

PARA 2 OF STATE 26736.

B. CLARIFICATION IS REQUESTED ON LISTED QUOTE NON-CAMPAIGN UNQUOTE TRADE PROMOTION CATEGORIES (P.6). WOULD EMBASSY BE WILLING UNDERTAKE SUBSTANTIVE MARKET RESEARCH EFFORT ON ONE OR MORE OF THESE SUBJECTS? MIGHT SOME OF THESE THEMES BE AMENABLE TO CONTRACTED MARKET RESEARCH? CAN THESE CATEGORIES BE MATCHED WITH FOREIGN BUYER PROGRAMS? WHAT SPECIFICALLY DOES POST PLAN TO DO IN THESE THEME AREAS?

C. AS PROMISED AT COMMERCIAL OFFICERS CONFERENCE, LIST OF SPECIFIC SUPPORT ACTIVITIES FOR TECHNICAL SALES SEMINARS AND EXHIBITS HAS BEEN PREPARED AND IS ON ITS WAY TO POSTS IN EASTERN EUROPE. WE WILL BE INTERESTED IN EMBASSY'S RESPONSE TO SUPPORT ACTIVITIES INDICATED FOR POSTS. WHEN AGREED, THIS LIST WILL PROVIDE BACKUP FOR RELEVANT CAP CAMPAIGN ACTIVITIES.

D. ADDITIONAL PROVISION MIGHT BE MADE FOR (I) MORE VISITS TO PLANTS, FOR DEVELOPING DATA BASE FOR EXPORT PURPOSES AND FOR DEVELOPING TRADE LEADS, (II) FOR VISITS FROM WASHINGTON PERSONNEL, BOTH CAP-RELATED VIP (E.G. JOINT ECONOMIC COUNCIL) AND OTHER; AND (III) FOR DESK MARKET ANALYSES OF SPECIFIC INDUSTRIAL SECTORS WHICH WOULD HELP SUPPORT FUTURE TRADE PROMOTION EVENTS AND DEVELOP DATA FOR INCLUSION IN MARKET STUDIES PUBLISHED BY COMMERCE. WE ALSO ENCOURAGE EMBASSY TO CONTINUE TO PRESS AT ALL LEVELS FOR NORMAL CONTACT WITH CZECHOSLOVAK OFFICIALS, FTO'S, ETC. TO EXTENT SUCH CONTACT IS MADE, MORE EMBASSY UNCLASSIFIED

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TIME MAY BE INVOLVED IN SUCH CONTACTS AND SUBSEQUENT REPORTING.

E. PLEASE ADVISE WHAT IS INCLUDED UNDER EMBASSY'S LINE ITEM ENTITLED QUOTE COMMERCIAL REPORTING UNQUOTE. ALSO ADVISE WHERE PLANNING FOR FY 78 AND 79 TRADE PROMOTION EVENTS IS INCLUDED.

2. ABOVE COMMENTS ARE IN RESPONSE TO EMBASSY'S REQUEST FOR A WASHINGTON VIEW OF THIS FIRST CAP FOR CZECHOSLOVAKIA. IF EMBASSY, AFTER CONSIDERING THESE COMMENTS, DECIDES TO MODIFY THE CAP FOR FY 77, STATE AND COMMERCE WOULD BE INTERESTED IN THE CHANGES.

3. POST HAS CONCURRENCE TO PROCEED WITH INDICATED ACTIVITIES AS PLANNED, WITH FULL COOPERATION OF COMMERCE, STATE AND TREASURY. STATE/COMMERCE SUPPORT FOR BUSINESS FACILITATION CENTER (SPECIAL PROJECT NO. 1) IS COVERED IN STATE 5563.

4. DRAFT AIRGRAM RECOGNIZES PRESENTATIONS SUCH AS EMBASSY'S QUOTE PROJECTED MANPOWER USE CHART UNQUOTE AS USEFUL AT INDIVIDUAL POSTS, BUT THEIR USE OR NON-USE IN CAP COUNTRIES AND FORMAT WILL BE LEFT UP TO POSTS. EMBASSY PRAGUE'S EXPERIENCE IN FY 77 WITH ITS MANPOWER USE PROJECTIONS WOULD BE OF INTEREST TO WASHINGTON AGENCIES, PARTICULARLY THOSE POINTS EMBASSY THINKS WOULD BE USEFUL FOR OTHER POSTS INTRODUCING CAPS IN NON-MARKET ECONOMIES.

5. WE WISH TO COMMEND THE EMBASSY FOR ITS INITIATIVE IN SUBMITTING CAP FOR FY 1977. COMMERCE, STATE AND OTHER INTERESTED DEPARTMENTS WOULD APPRECIATE CONTINUATION OF USE OF CAP AS A PLANNING DOCUMENT AND IN THIS REGARD SUGGEST EMBASSY'S PRELIMINARY CAP FOR FY 1978 BE PREPARED IN CONSULTATION WITH POST ADMIN OFFICER AND SUBMITTED BY CABLE BY MAY 1. THIS WOULD HELP TO DOVETAIL CAP PLANNING

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WITH EMBASSY AND STATE DEPT. BUDGET PROCESS.
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